

National Prevention Week 2017

WHAT IS NATIONAL PREVENTION WEEK?

National Prevention Week is a SAMHSA-sponsored annual health observance dedicated to increasing the prevention of substance use and promotion of mental health. The observance brings individuals, organizations, coalitions, states, and communities together through local events to raise awareness about the importance of preventing substance use and mental disorders.

WHEN IS NATIONAL PREVENTION WEEK?

National Prevention Week takes place **May 14–20, 2017**. Near the kickoff of summer, this is an ideal time for communities to come together and rally around prevention. National Prevention Week is also timed to allow schools to take part in a prevention-themed event before the school year ends, raising awareness among students of all ages.

WHAT'S THE THEME OF NATIONAL PREVENTION WEEK 2017?

The National Prevention Week 2017 theme is “Making Each Day Count.” This theme highlights the important role that individuals and communities alike have in helping people lead healthy, productive lives and in raising awareness about the importance of substance use prevention and promotion of positive mental health.

WHAT TOPICS DOES NATIONAL PREVENTION WEEK ADDRESS?

Six of the seven days during National Prevention Week have a suggested health topic that organizations and coalitions can use to guide the focus of community events:

- Prevention of Youth Tobacco Use (Monday, May 15)
- Prevention of Underage Drinking & Alcohol Misuse (Tuesday, May 16)
- Prevention of Prescription & Opioid Drug Misuse (Wednesday, May 17)
- Prevention of Illicit Drug Use & Youth Marijuana Use (Thursday, May 18)
- Prevention of Suicide (Friday, May 19)
- Promotion of Mental Health & Wellness (Saturday, May 20)

WHO GETS INVOLVED IN THIS OBSERVANCE?

Community-based organizations, schools, community leaders, and behavioral health coalitions are the primary hosts of local National Prevention Week events. However, everyone can take part in National Prevention Week and plan events around one or all of the National Prevention Week topics.

WHAT TYPES OF EVENTS DO ORGANIZATIONS HOST DURING NATIONAL PREVENTION WEEK?

Since the first observance of National Prevention Week in 2012, hundreds of community events have been held in nearly all U.S. states and territories. Events may include, but are not limited to:

- School assemblies featuring guest speakers;
- Health fairs;
- Community fun runs;
- Television and radio public service announcements;
- Media campaigns to raise awareness about behavioral health issues and local resources; and
- Twitter chats with key community leaders.

Many communities also involve their local leaders and state policymakers in National Prevention Week by asking them to issue a proclamation recognizing National Prevention Week in their state or community and informing others about the observance on social media.

WHAT TOOLS ARE AVAILABLE TO HELP ME PARTICIPATE IN NATIONAL PREVENTION WEEK?

- SAMHSA has a suite of tools and resources available to help organizations plan, promote, and carry out prevention-themed events. Visit www.samhsa.gov/prevention-week to access these resources.
- The National Prevention Week Challenge provides an opportunity for communities and individuals to participate in promotional efforts through social media.
- The **“I Choose” Project**, another component of National Prevention Week, is a fun and meaningful way for individuals to get involved in prevention. The project invites people to take a photo of themselves, their family, or friends holding a sign with a written statement expressing why they choose prevention. SAMHSA shares the “I Choose” photos in an online photo gallery for others to see. More information about the “I Choose” Project can be found on SAMHSA’s website at www.samhsa.gov/prevention-week.